

2008 ONTARIO CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from Ontario Canada to Arizona	134,200

QUARTER OF TRAVEL	
1st Quarter	44.6%
2nd Quarter	31.2%
3rd Quarter	11.3%
4th Quarter	13.0%

Visitor Demographics:

GENDER	
Female	45.5%
Male	46.5%

AGE	
Children 0-19 years	3.8%
20–34 years	2.1%
35–54 years	34.0%
55–74 years	47.3%
75+ years	4.9%
Unknown	7.8%

PARTY COMPOSITION	
Avg Travel Party Size	1.8 persons
Traveling Alone	18.3%
2 Adults	61.1%
3+ Adults	8.1%
Adults and Children	4.6%
Unknown	7.8%

TRAVEL PARTY SIZE	
1 person	20.3%
2 persons	66.0%
3 persons	1.0%
4 persons	9.5%
5-9 persons	3.1%
10+ persons	0.0%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	11.2 nights
1–3 nights	26.8%
4–9 nights	46.7%
10–20 nights	15.7%
21+ nights	11.2%

MODE OF ENTRY	
Airplane	61.9%
Auto	35.9%
Other	0.8%
Bus	0.5%
Via USA	0.0%

2008 ONTARIO CANADIAN VISITORS TO ARIZONA (Continued)

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	52.5%
Visit Friends or Relatives	19.9%
Meetings	8.4%
Convention, Conference, Trade Show	7.8%
Second Home, Cottage, Condo	5.7%
Other	1.6%
Attend Events,	1.4%
Educational Study	1.3%
Other Work	1.1%
Personal (Medical, Wedding, etc)	0.4%

ACCOMMODATIONS	
Hotel Only	37.2%
Home of Friend or Relatives Only	10.7%
No Accommodation Reported	8.9%
Other Only	7.8%
Motel Only	7.2%
Motel & Home of Friends/Relatives	6.9%
Hotel & Motel	6.8%
Combination of 3 or more types	5.7%
Camping or Trailer Park Only	3.9%
Other Combinations of 2 types	3.0%
Hotel & Home of Friends/Relatives	1.1%
Cottage/Cabin Only	0.8%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,015.86 CDN
\$0—\$299 CDN*	8.5%
\$300—\$1,999 CDN*	55.7%
\$2,000—\$7,999 CDN*	32.5%
\$8,000+ CDN*	2.8%

VISITOR SPENDING (US \$)	
Avg Spending per Visit	\$1,082.89 US
\$0 - \$319 US*	8.5%
\$320 - \$2,131 US*	55.7%
\$2,132 - \$8,527 US*	32.5%
\$8,528+ US*	2.8%

*Annualized Conversion rate for 2008: \$1 CDN = \$0.9381 US

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$90.84 CDN

VISITOR SPENDING PER NIGHT (US \$)	
Avg Spending per Night	\$96.83 US